

**City of Carson City
Agenda Report**

Date Submitted: October 28, 2014

Agenda Date Requested: November 6, 2014
Time Requested: 20 minutes

To: Mayor and Supervisors

From: City Manager

Subject Title: For Possible Action: To accept an amended Retention and Expansion Economic Development Plan for Carson City as presented by the Northern Nevada Development Authority (NNDA), including metrics by which project success will be measured. (Danny Campos, NNDA)

Summary: The Board of Supervisors accepted the Plan and approved funding for the Plan on August 7, 2014. The purpose of the proposed amendment is to amend the schedule of activities and add metrics by which project success will be measured.

Type of Action Requested:

Resolution

Formal Action/Motion

Ordinance—First Reading

Other (No Action)

Does This Action Require a Business Impact Statement: Yes No

Recommended Board Action: I move to accept an amended Retention and Expansion Economic Development Plan for Carson City as presented by the Northern Nevada Development Authority.

Explanation for Recommended Board Action: NNDA proposes to revise the work program and is seeking Board approval of the revisions. The City Manager has requested that NNDA provide metrics in order to report project results to the Board of Supervisors and those metrics are also being included in the revised Retention and Expansion Economic Development Plan.

Applicable Statute, Code, Policy, Rule or Regulation: N/A.

Fiscal Impact: \$74,574 for FY14-15 and \$75,682 for FY15-16.

Explanation of Impact: Funding for the Plan was approved by the Board of Supervisors on August 7, 2014.

Funding Source: Contingency or as determined by the Board of Supervisors.

Alternatives: Accept, modify, or deny.

Supporting Material: Carson City Proposed Economic Development Plan – Retention & Expansion

Prepared By: Michael Salogga, Business Resources Manager

Reviewed By: Nichols Manano
(City Manager)

Date: 10/28/14

[Signature]
(District Attorney's Office)

Date: 10/28/14

[Signature]
(Finance Director)

Date: 10/28/14

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)



Northern Nevada Development Authority

Carson City Proposed Economic Development Plan – Retention & Expansion

September 1, 2014 – August 31, 2016

This is an overview outlining the Objectives and Strategies for the Carson City Economic Development Plan. Each Strategy will be expanded to include Scope of Work, Timelines, Metrics, and Expected Results. The main focus of this plan is on retaining and expanding existing Carson City manufacturers.

Goal: To create a one-stop resource for existing Carson City manufacturers for all issues attached to growth, expansion and retention of their business.

Objective 1: Support the creation of an economic development environment to foster positive and dynamic growth within the targeted industries for Carson City.

Objective 2: Identify challenges that face the existing businesses, create a solution based network that will assist and find solutions for retention and expansion.

PHASE 1

Action 1. Fully understand all aspects of the identified targeted industry clusters.

1. Markets
2. Supply chain
3. Workforce availability, education and training needs
4. Land use/issues
5. Infrastructure/issues (water, sewer, utilities, roads, rail, broadband, etc.)
6. County and City Challenges
7. General challenges
8. Long Term Opportunities

TIMELINE: Q1 – Q3 of year 1 - contract period

Action 2. Develop program metrics required to manage process and to provide quarterly reports to city officials.

TIMELINE: End of Q1 of year 1 - contract period

PHASE II

Action 1. Utilize the State of Nevada (Governor's Office of Economic Development) and other State and Federal partners to provide resources and assistance in expansion efforts to include financial assistance and programs, export education and assistance, incentives, workforce training and consulting.

TIMELINE: Entire duration of contract period

Action 2. Develop, market and implement Career Pathways to support workforce development with Western Nevada College and other qualified entities. Engage Career & Technical Education (CTE).

TIMELINE: Q1 through Q4 of year 2 - contract period

Action 3. Identify potential companies through targeted marketing efforts that are prime candidates for expansion, or in need of retention assistance.

- a. Purchase complete contact lists for all Carson City businesses identified as being targeted industry
TIMELINE: Q1 of year 1 – contract period
- b. Meet with all companies willing to participate to gain information for Action 1 in Phase 1.
TIMELINE: Q1 through Q4 of year 1 – contract period
- c. Email, mail and phone campaigns to get the word out of opportunity and assistance
TIMELINE: Entire duration of contract period
- d. Develop comprehensive marketing and outreach materials specific to Carson City manufacturers outlining options for growth and retention
TIMELINE: Q1 – Q2 of year 1 – contract period
- e. Recruit research consultants to assist with creating leads for face to face meetings with out of state C level executives and attend Carson City specific targeted trade shows (new business recruitment).
TIMELINE: Q1 and Q4 of year 1 and 2 – contract period
- f. Modify a portion of NNDA's current Advisory Committee System to create front end and back end assistance for companies in need.
TIMELINE: Q1 through Q4 of year 1 – contract period

PHASE III

Action 1. Client Engagement and Follow Up

- a. Deliver a customized package specific to individual company needs, assist with implementation and expert assistance utilizing committee system and regional expertise.
- b. Utilize NNDA's Feasibility Committee to conduct analysis on potential projects and make recommendations

TIMELINE: Entire duration of contract period

Plan Metrics

Overall Plan Goals:

1. To create a one-stop resource, as outlined above, for existing Carson City manufacturers for all issues attached to growth, expansion and retention of their business.
2. Continue to monitor impacts beyond plan completion and provide annual updates.

Recruitment Goals:

1. Increase total manufacturing jobs by 5% through new relocations/expansions from out of the region by plan completion
2. Increase jobs using a multiplier of 2.8 of manufacturing jobs created
3. Connect 5% of interviewed companies with new strategic partners.

Retention Goals:

1. Create ad-hoc teams for 10% of interviewed companies focused on increasing revenues and profitability to address issues such as:
 - a. Workforce development/education
 - b. Succession planning
 - c. Legislative issues
 - d. Obsolete technology/processes
 - e. Debt/equity financing requirements
 - f. Marketing/sales assistance
 - g. Business plan review
2. Complete the launch of at least one career pathway in partnership with Carson City manufacturers and Western Nevada College.

Expansion Goals:

1. Increase total manufacturing jobs by 5% through new expansion projects by plan completion
2. Increase jobs using a multiplier of 2.8 of manufacturing jobs created
3. Assist 10% of interviewed companies with expansion projects focused on increasing revenue and profitability by creating ad-hoc teams by plan completion with issues such as:
 - a. Exporting
 - b. New market development
 - c. Facility expansion
 - d. Workforce recruitment/development
 - e. Business plan review

Reporting Method

NNDA will provide city officials a written progress report at the end of every quarter. A representative from NNDA will attend the county supervisors meeting to give an oral review of each quarterly report. The oral report will take place once per quarter at the meeting immediately following the end of each quarter.

Sources

The baseline measurement for jobs in Carson City will be from the US Department of Labor's Bureau of Labor Statistics (http://www.bls.gov/eag/eag.nv_carsoncity_msa.htm). The job metrics will be calculated using the standard economic development definitions for direct, indirect and induced jobs as used by the State of Nevada. The source for estimated economic impact of job changes will be economic models as developed by Applied Economics, Inc.